

## **Northwestern Mutual pledges \$250,000 to disaster relief efforts through American Red Cross**

MILWAUKEE, Aug. 6, 2014 /PRNewswire/ -- Each year the Red Cross responds to nearly 70,000 disasters in the U.S., bringing critical assistance to each affected area. To support the efforts of this group, Northwestern Mutual, through its Foundation, is announcing a \$250,000 grant to the American Red Cross.

The funds will support the Red Cross Disaster Responder Program, with \$200,000 allocated to the national program and \$50,000 for Wisconsin relief. Funding supports Red Cross disaster relief activities, including sheltering, feeding, purchasing and distributing relief supplies, storing equipment, providing health and emotional support, and reconnecting individuals separated during disasters.

"You never know when a disaster can strike, but you can be prepared," said Jo Eisenhart, senior vice president, human resources, facilities and strategic philanthropy at Northwestern Mutual. "Through our partnership with the Red Cross, Northwestern Mutual is able to play a part in the road to recovery for our neighbors, both here in Wisconsin and across the nation, when a disaster strikes."

In 2013, the Disaster Responder Program provided response for emergencies in all 50 states, serving more than 19.6 million meals and providing 7.8 million relief items. The program responds to a variety of disasters, ranging from home fires to natural disasters such as Hurricane Sandy. There are more than 34 companies and foundations that donate to this program.

"Northwestern Mutual's investment in the American Red Cross is a perfect partnership example," said Patty Flowers, regional CEO American Red Cross of Eastern Wisconsin. "From donating time for volunteer activities to its corporate Disaster Responder gift, partners such as Northwestern Mutual give us the ability to respond as soon as needed."

This commitment reinforces Northwestern Mutual's partnership with the American Red Cross, including more than \$3 million in grants since 1987. In addition, when a natural disaster strikes the company offers a secure microsite for its employees and financial representatives from across the country to personally donate funds if they desire.

### **About Northwestern Mutual Foundation**

The mission of the Northwestern Mutual Foundation is to improve the lives of children and families in need. The Foundation has given nearly \$270 million since its inception in 1992 and is designed to create lasting impact in the communities where the company's employees and financial representatives live and work. We accomplish this by combining financial support, volunteerism, thought leadership and convening community partners to deliver the best outcomes. Our efforts are focused nationally on curing childhood cancer, and locally on education, neighborhoods and making our hometown of Milwaukee a great destination.

### **About Northwestern Mutual**

Northwestern Mutual has been helping families and businesses achieve financial security for nearly 160 years. Our financial representatives build relationships with clients through a distinctive planning approach that integrates risk management with wealth accumulation, preservation and distribution. With more than \$217 billion in assets, \$26 billion in revenues and more than \$1.5 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.2 million people who rely on us for insurance and investment solutions, including life, disability and long-term care insurance; annuities; trust services; mutual funds; and investment advisory products and services.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI, and its subsidiaries. Northwestern Mutual and its subsidiaries offer a comprehensive approach to financial security solutions including: life insurance, long-term care insurance, disability income insurance, annuities, investment products, and advisory products and services. Subsidiaries include Northwestern Mutual Investment Services, LLC, broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company, limited purpose federal savings bank; Northwestern Long Term Care Insurance Company; and Russell Investments.

**About the American Red Cross** The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies more than 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](http://redcross.org) or join our blog at <http://blog.redcross.org>.

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